

WHAT IS CLAIMED IS:

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1. A label comprising: a face sheet having an outer surface, an undersurface, and side and end margins, and a layer of adhesive having cold flow characteristics located along the undersurface of the face sheet, said adhesive layer having side and end margins that are set inwardly, respectively, from the side and end margins of the face sheet, so that the face sheet, beyond said adhesive layer, has a peripheral region that is devoid of said cold flow adhesive, whereby said cold flow adhesive can exude outwardly into the peripheral region, while still remaining behind the face sheet.

2. A label according to claim 1 wherein side and end edges of the adhesive layer are set inwardly from the side and end edges of the face sheet between 1/64 and 1/2 inches.

3. A label according to claim 1 and further comprising a polymer film located between the face sheet and the adhesive layer, with the cold flow adhesive layer being adhesively bonded to the film, and a firm adhesive located between the undersurface of the face sheet and the film and being bonded to both.

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4. A label according to claim 3 wherein the face sheet is formed from a printable material.

5. A web comprising: an extended liner having a release surface to which adhesives do not tightly adhere; and a succession of labels adhered to the liner along its release surface, each label including a face sheet having an outer surface which is capable of accepting printing, and being delineated by side and end margins, and a layer of cold flow adhesive carried by the face sheet and adhered to the liner along the release surface of the liner, the cold flow adhesive having side and end margins which

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are located inwardly from the side and end margins of the face sheet so that a peripheral region of the face sheet surrounds the adhesive, with the peripheral region initially not overlying the adhesive, whereby the adhesive can flow into the peripheral region without exuding beyond side and end margins of the face sheet.

6. A web according to claim 5 wherein the labels are spaced end to end along said liner, and end margins of the face sheets on adjacent labels are spaced apart.

7. A web according to claim 6 wherein the side edges of the face sheets for the labels are set inwardly from the sides of the liner.

8. A web according to claim 5 wherein the liner comprises a flexible backing and a release agent over the backing, with the release agent forming the release surface on the liner and the adhesive of the layer of adhesive having a low affinity for the release agent.

9. A web according to claim 5 wherein the peripheral region behind the face sheet is between 1/64 and 1/2 inches wide.

10. A web according to claim 5 wherein each label also includes a polymer film bonded to the adhesive, the adhesive layer lying between the liner and the film, and the film is attached to the face sheet.

11. A web according to claim 10 and further comprising a firm adhesive between the polymer film and the face sheet and bonding the polymer film to the face sheet.

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12. A process for producing a web that includes an extended liner having a release surface and a label on the liner, the labels being located end to end, each label having a face sheet, and an adhesive layer underlying the face sheet and carried by it, the adhesive layer being adhered to the release surface of the liner, whereby the labels and liner may easily be separated to release the labels for application to other surfaces; said process comprising applying a strip of transfer adhesive to the release surface of the liner; die cutting the strip of adhesive but not the liner to produce first die cuts, within which are successive adhesive patches and outside of which is an adhesive matrix; removing the adhesive matrix from the release surface of the liner; thereafter installing an outer strip over the patches on the liner, the outer strip including the material of which the face sheets of the labels are made; and die cutting the outer strip to produce second die cuts which surround the patches and are spaced outwardly throughout their peripheries from the peripheral margins of the patches so as to produce face sheets over the adhesive patches and a second matrix outside the second die cuts.

13. A process according to claim 12 wherein the margins of the face sheets formed by the second die cuts through the outer strip lie between 1/64 and 1/2 inches beyond the margins of the adhesive patches which they surround.

14. A process according to claim 12 including applying a polymer film to an upper surface of said transfer adhesive strip and cutting said polymer film with said transfer adhesive to form said patches, applying a firm adhesive to an under surface of said outer strip and bonding the polymer film of the adhesive patches to the firm adhesive on the outer strip.

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15. A process according to claim 12 further comprising printing information on the face sheets of the labels.

16. A label comprising: a face sheet having an outer surface, an undersurface, and side and end margins, the outer surface being capable of accepting printing, a layer of firm adhesive on said undersurface of said face sheet coextensive with said face sheet side and end margins, a polymer film adhered to said firm adhesive and to a layer of adhesive having cold flow, said cold flow adhesive layer and said film having side and end margins that are set inwardly, respectively, from the side and end margins of the face sheet, so that the firm adhesive on said face sheet, beyond said cold flow adhesive layer, has a peripheral region that is devoid of said cold flow adhesive, whereby said cold flow adhesive can exude outwardly into the peripheral region, while still remaining behind the face sheet.